

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of the claims in the application.

Listing of Claims:

1. (Currently amended) A method for managing a store implemented on an Internet, the method implemented on a computerized self-service platform and comprising:
 - storing information concerning products offered for sale through the store in a product database;
 - storing information concerning a presentation of the store to customers in an ~~ecommerce~~ e-commerce storefront; and
 - assisting a user to manage the product database.
2. (Original) The method of claim 1 wherein the self-service platform is accessible by the user through a web URL.
3. (Currently amended) The method of claim 1 wherein the step of storing information concerning a presentation of the store comprises:
 - storing ~~a web pages~~ page for a storefront of the store in the ~~ecommerce~~ e-commerce storefront.
4. (Currently amended) The method of claim 3 wherein ~~at least one~~ the web page includes a store tag, the store tag referencing information stored in the product database.
5. (Currently amended) The method of claim 4 ~~wherein, the method further comprising~~ resolving the store tag ~~does not require~~ without resolving a query.
6. (Currently amended) The method of claim 4 further comprising providing at least one template for a web page that includes a the store tag.

7. (Currently amended) The method of claim 4 further comprising providing a wizard to assist the user in using the store tags tag.

8. (Currently amended) The method of claim 1 wherein the step of storing information concerning products offered for sale comprises:

storing said information in at least one table, each table in the at least one table organized into a plurality of items with at least one item in the plurality of items having at least one option.

9. (Currently amended) The method of claim 8 wherein inventory can be managed for each option in the at least one option.

10. (Currently amended) The method of claim 8 wherein each table in the at least one table contains a plurality of records, each record ~~corresponds~~ corresponding to one item, and wherein a plurality of options for an item are is collectively encoded as a single field within a the record for the item.

11. (Currently amended) The method of claim 8 further comprising displaying items in a table plurality of items in a table in the at least one table in tabular format, wherein options within an item can be collapsed and expanded within the display.

12. (Currently amended) The method of claim 8 wherein the step of assisting a user to manage the product database comprises:

assisting the user to define a new table by providing a form with predefined mandatory fields that must be included in the new table_;₂

providing a form with predefined store fields that optionally can be included in the new table_{[[,]]}₂ and

providing a form with predefined shopping fields that optionally can be included in the new table.

13. (Currently amended) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

assisting the user to define a plurality of groups within the product database, wherein the user can manipulate the product database by manipulating the plurality of groups.

14. (Original) The method of claim 1 wherein the step of storing information concerning products offered for sale through the store in a product database comprises:

storing catalog-related information in a product catalog; and
storing inventory-related information in inventory records.

15. (Currently amended) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

assisting a the user to define a regular price for a product; and
optionally also assisting the user to define a sales price for the product.

16. (Currently amended) The method of claim 15 wherein the step of assisting a user to manage the product database further comprises:

assisting the user to define a plurality of groups within the product database; and
activating all sales prices within a selected group of products in the plurality of groups upon a single action by the user.

17. (Currently amended) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

assisting the user to define a plurality of groups within the product database; and
applying a user-defined discount to all prices within a selected group of products in the plurality of groups upon a single action by the user.

18. (Original) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

permitting the user to edit the product database only by submitting predefined forms or by importing data.

19. (Original) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

before completing a task that will lose data from the product database, warning the user that data will be lost and verifying that the user still desires to complete the task.

20. (Original) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

- uploading data identified by the user;
- verifying that the user desires to commit the uploaded data; and
- upon verification, committing the uploaded data.

21. (Original) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

- publishing a catalog based on the information stored in the product database; and
- exporting the published catalog.

22. (Currently amended) The method of claim 21 further comprising:

- importing ~~pages~~ a web page created based on the exported catalog; and
- storing the imported ~~pages~~ page in the ~~eeommeree~~ e-commerce storefront.

23. (Original) The method of claim 1 further comprising:

- updating the store in real-time as the user publishes edits to the product database.

24. (Currently amended) A system for managing a store implemented on an Internet, comprising:

- a product database storing information concerning a plurality of products offered for sale through the store;

- an ~~eeommeree~~ e-commerce storefront storing information concerning a presentation of the store to customers, said information referencing information stored in the product database; and

- a product administration module coupled to the product database and accessible by a user for managing the product database on a self-serve basis.

25. (Original) The system of claim 24 wherein the product administration module is accessible by the user through a web URL.

26. (Currently amended) The system of claim 24 wherein the ~~ecommerce~~ e-commerce storefront stores a web pages page for a storefront of the store.

27. (Currently amended) The system of claim 26 wherein ~~at least one~~ the web page includes a store tag, the store tag referencing information stored in the product database.

28. (Original) The system of claim 27 wherein the product administration module comprises: a store tag hub to assist the user in using store tags.

29. (Currently amended) The system of claim 27 further comprising:
an ~~ecommerce~~ e-commerce server coupled to the ~~ecommerce~~ e-commerce storefront for serving web pages to customers, the ~~ecommerce~~ e-commerce server including a store tag server for resolving store tags included in the web pages.

30. (Currently amended) The system of claim 24 wherein the product database stores information concerning products offered for sale in ~~at least one table~~ a plurality of tables, each table in the plurality of tables organized into items with at least one item having at least one option.

31. (Currently amended) The system of claim 30 wherein inventory can be managed for each said at least one option.

32. (Currently amended) The system of claim 30 wherein the product administration module comprises:

a table management module for managing the plurality of tables; and
an item ~~managemet~~ management module for managing the items.

33. (Original) The system of claim 24 wherein the product database comprises:
a product catalog for storing catalog-related information; and
inventory records for storing inventory-related information.

34. (Original) The system of claim 33 wherein the product administration module comprises:

an inventory management module for managing the inventory records.

35. (Original) The system of claim 24 wherein the product administration module comprises:

a publication module for publishing a catalog based on the information stored in the product database.

36. (Original) The system of claim 24 wherein the product administration module updates the store in real-time as the user publishes edits to the product database.

37. (Currently amended) A method for managing a store implemented on a communications network, the method implemented on a self-service platform and comprising:

storing information concerning a plurality of products offered for sale through the store in a product database;

storing information concerning a presentation of the store to customers in an ~~eeommeree~~ e-commerce storefront; and

assisting a user ~~to manage~~ in the management of the product database.

38. (Currently amended) The method of claim 37 wherein at least some of the information stored in the ~~eeommeree~~ e-commerce storefront references information stored in the product database.

39. (Currently amended) The method of claim 37 wherein the step of storing information concerning the plurality of products offered for sale comprises:

storing said information as items, with at least one item having at least one option, wherein inventory can be managed for each option.

40. (Currently amended) The method of claim 37 wherein the step of assisting a user to manage the product database comprises:

~~assisting~~ allowing the user to define a plurality of groups within the product database, wherein the user can manipulate the product database by manipulating the ~~groups~~ plurality of groups.